

## Forcier Consulting Frequently Asked Questions

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### How could a student possibly start a country office in Haiti?

Unfortunately, Forcier only works in Africa.

### Do you have a marketing budget? Do you advertise your company at all? If so, how much and how?

Currently, we do not have any advertising initiatives underway (but it is something we would certainly like to explore further.) The main promotion we do is through promotional materials and capability statements that we've created, that detail our past experience and country-specific information. We distribute these to new and old partners. In short, the budget would fall under our business development budget, but we are currently not expending any efforts on that front (but we'd like to!)

### What’s a typical timeframe for your contract? How much time does each step take from the time you’ve identified an opportunity through the time the project officially closes?

The timeframe for a contract can be for two weeks to five years. If we are focusing monitoring, where we are periodically and consistently observing a project and assessing, it will be for a longer period of time to gather more data. For example, we have one-year contracts with UNICEF in both Sudan and South Sudan to monitor all of their projects for one year, so it takes a long time. For our other evaluations, it all depends on how many people we have to survey, and where those people are. If we are only speaking with 30 people in the capital, it can take a week, but a nationally representative survey of 2,000 people in remote areas of a country require time for logistical planning as well as the actual data collection. Therefore, it's impossible to give an average, but each contract depends on how many people we need to survey, how many times we have to survey them, and where they are located.

Could you describe your typical or average client and project?

Our typical client is a non-profit organization such as Oxfam or World Vision, or one of the various UN agencies such as UNICEF, the World Food Program, or UNHCR. A typical project may be a final evaluation of a development program. What this means is that an organization, let's say Save the Children, is implementing a program in Somalia in which they give 1,000 textbooks to girls in Mogadishu and train them on literacy. We will then speak with head teachers, students themselves (with parental supervision), Save the Children staff, and other stakeholders to assess if the project was successful, and if peoples' lives changed because of it. After we have collected the data, we will analyze it and write a final report that includes our key findings, conclusions, and recommendations for future programming.

Would you consider valuable to receive some suggestions about partnership with other companies, or membership in African-related associations?

Absolutely! Partnerships are a huge part of what I do specifically, and we are always looking to team with larger organizations to provide a research element in their larger consortia. As well, we are part of ESOMAR, an international research organization, so I would be keen to hear of suggestions for others.

What's the best major to get a job at Forcier? Marketing? Strategy? Data Analysis?

In all honesty, the major is not nearly as important as the personality type and past experiences an applicant may have. For example, I have a Bachelor's Degree in Anthropology, I predominantly worked for magazines after graduation, and then joined Forcier as a Business Development intern two years ago. That being said, a keen interest in development and work experience abroad (particularly in difficult locations), as well as any research experience is always a plus. To work as a Research Officer for our company, it would be best to have project management experience and skills, as well any knowledge of the various analysis programs we use like Stata and R. Working for an international organization is plus, but mostly we want to see that you are hungry to learn, independent, and have a knowledge of the industry we work in.

Our group is interested in Mozambique. Are we able to contact your local staff for support? If so, whom can we contact?

For now, please send all inquires to the X-Culture administrator, and then to me. Our staff in Mozambique are only one month in, so it is currently quite chaotic! I would be happy to provide any support and answer questions if they can't be found elsewhere, and I will also reach out to our staff in our country offices if I can't provide the answers myself.